

## **ECONOMIC DEVELOPMENT COMMISSION MEETING**

The Regular Session of the EDC was held in Room 10, City Hall, 1225 Lincoln Way, Auburn, California on Tuesday, August 30 at 4:00 p.m. with Chair Harvey Roper presiding and Asst. City Clerk Amy Lind recording the minutes.

### **CALL TO ORDER**

### **PLEDGE OF ALLEGIANCE**

### **ROLL CALL:**

**Committee Members Present:** Gary Capps, Harvey Roper, Monti Reynolds, Bud Richardson, Bridget Powers.

**Committee Members Absent:** Keith Nesbitt

### **AGENDA APPROVAL**

By motion, approve the agenda.

MOTION: Reynolds/ Richardson/ Unanimously approved by voice.

### **Public Comment**

None.

### **Funding Request**

No Requests

### **EDC Business**

Manufacturing Recruitment Strategy and Discussion

Bob Richardson discussed marketing strategy and reviewed handout. (see attached). Bridget said a survey showed the top priorities of current business owners at the Airport Industrial Park (AIP) were broadband coverage and access to the area. She said they had a speaker come in regarding trade-free zones. Conversation followed regarding the benefits now and in the future of trade-free zones. Bob stressed face to face contact to recruit businesses, and selling “quality of life”. Bud suggested focusing the recruitment geographically. Monti suggested “peer to peer” marketing. He said CEO’s at current successful business at the AIP can contact “their top rolodex contacts”. Conversation followed regarding holding an event in

Auburn for recruiting where CEO's would bring their family and go on trips/ tours/ golf/ wine in Auburn area. Bob asked for "selling point" ideas: thriving, lifestyle, alive, vibrant. Bridget said if an event was held *Sacto* would help promote. She said Placer County Manufacturers are getting together 10/13/11 to try to create an association again. Bud said the event can be to gather interest, and then there could be follow up work resulting in one on one contact. Bridget suggested getting the community/ chamber involved.

#### Filling Open Position

Amy will advertise for open position with EDC. Filing deadline will be Sept 30<sup>th</sup>, to be appointed by Council in October.

### **Economic Development Commission Reports**

Bob updated the group on the "Auburn App" that the Chamber is working with the city on. He said it will be officially unveiled at a "Power Breakfast".

### **Future Agenda Items**

Bob said at the next meeting, it needs to be decided, WHERE we are going, WHO we are going after, and HOW we are getting it done.

### **Next Meeting Date**

09/13/2011 in Room 10

### **Adjournment**

Adjourned at 4:45 p.m.